

Важливе значення щодо використання природних ресурсів у сфері туризму має також діяльність місцевих органів управління, громадських і приватних організацій, які розробляють і реалізують програми розвитку конкретних територій з метою рекреації і туризму. Їхня співпраця з природоохоронними органами забезпечить комплексність дій із збалансованого природокористування. При цьому основними організаційними формами освоєння та використання природних рекреаційно-туристичних ресурсів в умовах ринку повинні стати ділові мережі, кластери, рекреаційно-туристичні парки, регіональні туристичні корпорації [3].

Подальше дослідження проблеми рекреаційно-туристичного природокористування є особливо актуальним для депресивних районів України, де ресурсні можливості території використовуються недостатньо і переважно екстенсивно, часто не приділяється належна увага збереженню навколишнього середовища.

Врахування зазначених чинників рекреаційно-туристичного природокористування, проведення системних заходів щодо екологізації туристичної діяльності та відповідних інституційних змін сприятиме сталому розвитку туризму в нашій державі на основі збалансованості інтересів усіх учасників процесу. Реалізація Стратегії сталого розвитку туризму як інтеграції економічних, соціальних та екологічних цілей становитиме надійне підґрунтя для євроінтеграційного процесу України.

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T.D. SCHCHERBAN
Doctor of Psychology Science,
Rector of Mukachevo State University,
Ya.Yu. DEMYAN
PhD of Economic Science,
[Mukachevo State University](http://www.mukachevo.edu.ua),
Mukachevo

HOTEL AND RESTAURANT BUSINESS DEVELOPMENT IN UKRAINE: MODERN STATE AND TRENDS

Under the conditions of Ukraine's transition to market economy, the search for new ways and methods of production, along with the analysis of current business state are carried out in each field of national economy. The given article investigates the prospects of hospitality sector development. The described processes are characteristic for the hotel and restaurant business, which is aimed at profiting by providing various services.

The development of hotel and restaurant business in Ukraine is especially relevant, as it can provide the further development in the socio-economic sphere.

Modern economy is characterized by innovations. Nowadays, in the time of scientific and technological progress, innovations in the hotel and restaurant business play a major role as there exists a tough competition for every client.

The use of newest technologies in the hotel business allows hoteliers to improve the efficiency of their management, find new ways for improving service quality, safety of guest rooms and property, and provide new facilities.

The problems of the hotel and restaurant business development have received a lot of attention from domestic scientists and sector specialists: N. Pyatnitskaya, O. Golovko, M. Malskoy, G. Krul, I. Minich, L. Nechyak, O. Borisova O. Shapovalova.

The assessment of the hotel business development involves determining the socio-economic efficiency of entities in national market, where the sectoral analysis is combined with the regional [1].

The hotel and restaurant business activity, competition within sector, difficult economic conditions, etc. are among the factors which greatly complicate the entrepreneurial activity in the service market, lead to new approaches in its development. It requires continuous improvement, update and deepening of the existing scientific theories, in particular: the revision of approaches and principles of management and development of entrepreneurial activity in regional tourism; adaptation of scientific concepts and tools in business environment to modern economic conditions, taking into account sector specificity [3].

At this point, we should consider some trends and typical indicators of the hotel and restaurant business in Ukraine.

The investigation of investment data in tourism regions of Ukraine has revealed that till 01/01/2017 more than 78% of total investment had been directed to the development of the hotels and other places for short-term residence, 14% - in the development of restaurants [4].

According to the State Statistics Committee of Ukraine, till 01.01.2016 more than 20,368 business entities had been registered in the sphere of hotel and restaurant business, which is 1.71% of the total registered entities. According to the statistics, in 2016 the enterprises of the hotel and restaurant business in Ukraine were unprofitable.

Recently, significant competition among the entrepreneurs who run small hotels and own private houses and apartments has been created, their number has intensively increased. They offer visitors a full range of basic and additional hotel facilities at significantly lower cost.

A huge competition is one of the main problems that hotel and restaurant business faces nowadays. The market is very aggressive, supply is ahead of demand, so it is hard for the hotel holders to defend their interests. In this case, only the improvement of the service quality and supply of special facilities can save the situation, whereas small hotels often have to survive and work without getting any profit. Another problem is the unpredictability of the investment return. Modern tendencies of hotel business development involve return of investment during 5-6 years term, but it may happen that small hotel will be unable to handle this period [4]. All because the risks are not fully calculated, business owners are not always able to immediately guess the right direction, and customers choose their rivals' offer.

Domestic hotels tend to develop with world trends, but they have their own peculiarities:

- constant market development by western networks, which mainly «capture» high-class segments and offer their services to status guests;
- insufficiency of «star» classification - despite the number of «stars», hotels may not differ in quality from each other.

In general, the hotel industry in Ukraine is developing slowly, and this is due to the fact that investors' main interest is construction of shopping and entertainment complexes, office and residential centers. The hotels are left aside by the investors, because the payback periods are long. However, these problems in the hotel business in Ukraine are gradually being overcome, and if sector continues to focus on European trends, it will manage to get out of many troublesome situations without much loss. At the same time, the existing infrastructure of the branch does not meet the requirements of international standards. Most hotels do not have modern communication facilities, conference rooms with appropriate audiovisual equipment and technical equipment for simultaneous interpretation [5, p.227].

Further development of the hotel and restaurant business is impossible without modern equipment and the latest technologies.

Modern innovations are expensive, but the hotel owners buy them, because it can guarantee their own survival in the market.

The hotel industry allows us to use all the diversity of computer technologies, ranging from specialized software used in hotel management to the global computer networks. Nowadays, hotel industry uses a lot of newest information technologies: global computer reservation systems, integrated communication networks, multimedia systems, information management systems, etc.

In our opinion, one of the main innovative directions in hotel business field is the introduction of multimedia technologies, including directories, booklets, catalogues, etc. The hotel's electronic catalogues allow you to travel virtually to different categories, restaurant halls, congress centers, lobbies, to see full information about the hotel company, to get acquainted with the range of services provided. The use of multimedia technologies makes it possible to provide the potential visitor with information about the hotel and select needed hotel product quickly and carefully.

The modern development of the hotel business is aimed at creating innovative technologies that will attract as many clients as possible, maximize sales, win the trust of the visitor, and create a positive image of the company.

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МУКАЧІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ

89600, м. Мукачево, вул. Ужгородська, 26

тел./факс +380-3131-21109

Веб-сайт університету: www.msu.edu.ua

E-mail: info@msu.edu.ua, pr@mail.msu.edu.ua

Веб-сайт Інституційного репозитарію Наукової бібліотеки МДУ: <http://dspace.msu.edu.ua:8080>

Веб-сайт Наукової бібліотеки МДУ: <http://msu.edu.ua/library/>